

RPTD1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 INVESTMENT PROMOTION PROFILE

Mission: BONN

Country: GERMANY WEST

Compared to major competitive destinations, Canada is perceived to have

the following advantages:

- F.T.A.
- LAW & ORDER
- EUROPEAN ATMOSPHERE
- POLITICAL STABILITY.
- SECURE RAW MATERIAL BASE.

the following constraints:

- STRONG IMAGES OF U.S.A.
- PREFERENCE FOR EEC COUNTRIES
- COLD CLIMATE
- SMALL MARKET SIZE
- ABSENCE OF NEWS ON CANADA

The mission indicates the following potential for various types of investment from within its territory/country:

Type of Investment	Potential
Portfolio	LOW
Acquisition	HIGH
Greenfield	HIGH
Joint Venture	MEDIUM
Strategic Partnering	LOW
Technology Licensing	MEDIUM

The mission believes that the following sectors are of greatest interest to investors in its territory/country with an assigned ranking of 1-10:

Sector	Ranking
Agriculture/Food/Fish	6
Resource Processing	3
Machinery and Equipment	1
Transportation	2
Consumer Products	8
Commercial Service	10
Computer and Communications	4
Health Care Products/Medical	7
Aerospace and Defence	5
Strategic Technologies	9